

What Is Claimed Is:

1. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

information production means for producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting stations based on the first information and the second information; and

transmission control means for controlling transmission of the third information produced by said

information production means through the network.

2. An information processing apparatus according to claim 1, wherein the first information includes information regarding an expected broadcasting time zone in which the commercial message of the sponsor is to be broadcast while the second information includes an expected broadcasting charge when the broadcasting station broadcasts the commercial message, and said information production means selects the second information having information which coincides with the expected broadcasting time zone and has the lowest expected broadcasting charge and produces the third information based on the selected second information and said transmission control means controls transmission of the third information so that the third information is transmitted to the first information processing apparatus of the sponsor.

3. An information processing apparatus according to claim 1, wherein the first information includes an expected broadcasting charge when the sponsor requests for broadcasting of a commercial message, and said information production means selects the first information which has the highest expected broadcasting charge and produces the third information based on the

selected second information and said transmission control means controls transmission of the third information so that the third information is transmitted to said second information processing apparatus of the broadcasting station.

4. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

an information production step of producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message

by any of the sponsors and any of the broadcasting stations based on the first information and the second information; and

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network.

5. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

an information production step of producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message by the sponsor and the broadcasting station based on the first information and the second information; and

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network.

6. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of conditions regarding a commercial message;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the

broadcasting station or stations and representative of conditions regarding the commercial message;

search means for searching for a combination of those of the conditions for a commercial message included in the first information and the second information received under the control of said first reception control means and said second reception control means which coincide with each other;

information production means for producing, when a combination of the first information and the second information with which the conditions for the commercial message coincide with each other is searched out, third information regarding the parties of a transaction between which the conditions for the commercial message coincide with each other; and

transmission control means for controlling transmission of the third information produced by said information production means through the network.

7. An information processing apparatus according to claim 6, wherein said first reception control means controls reception of the first information representative of conditions for a commercial message transmitted from any said information processing apparatus of the sponsors, and said second reception

control means controls reception of the second information representative of conditions for a commercial message transmitted from said second information processing apparatus of the broadcasting stations.

8. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of conditions regarding the commercial message;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations and representative of conditions regarding the commercial message;

a search step of searching for a combination of those of the conditions for a commercial message included

in the first information and the second information received under the control of the processing of the first reception control step and the processing of the second reception control step which coincide with each other;

an information production step of producing, when a combination of the first information and the second information with which the conditions for the commercial message coincide with each other is searched out by the processing of the search step, third information regarding the parties of a transaction between which the conditions for the commercial message coincide with each other; and

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network.

9. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, the program



comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of conditions regarding a commercial message;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations and representative of conditions regarding a commercial message;

a search step of searching for a combination of those of the conditions for a commercial message included in the first information and the second information received under the control of the processing of the first reception control step and the processing of the second reception control step which coincide with each other;

an information production step of producing, when a combination of the first information and the second information with which the conditions for the commercial message coincide with each other is searched out by the processing of the search step, third information regarding the parties of a transaction between which the conditions for a commercial message coincide with each

other; and

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network.

10. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

first information production means for producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting

stations based on the first information received under the control of said first reception control means;

first transmission control means for controlling transmission of the third information produced by said first information production means through the network to the broadcasting station;

second information production means for producing fourth information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting stations based on the second information received under the control of said second reception control means; and

second transmission control means for controlling transmission of the fourth information produced by said second information production means to the sponsor through the network.

11. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

a first information production step of producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting stations based on the first information received under the control of the processing of the first reception control step;

a first transmission control step of controlling transmission of the third information produced by the processing of the first information production step through the network to the broadcasting station;

a second information production step of producing fourth information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting station or stations based on the second information

received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of the fourth information produced by the processing of the second information production step to the sponsor through the network.

12. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

a first information production step of producing

third information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting stations based on the first information received under the control of the processing of the first reception control step;

a first transmission control step of controlling transmission of the third information produced by the processing of the first information production step through the network to the broadcasting station;

a second information production step of producing fourth information for assistance to a transaction to be performed regarding broadcasting of a commercial message by any of the sponsors and any of the broadcasting station or stations based on the second information received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of the fourth information produced by the processing of the second information production step to the sponsor through the network.

13. A commercial message transaction system, comprising:

means for receiving a broadcasting time zone

expected by a sponsor as a condition regarding a broadcasting time for a commercial message provided by the sponsor through a network;

means for receiving an amount of money expected by a broadcasting station as a condition for the commercial message to be inserted into a television program produced by the broadcasting station through the network; and

means for allowing a transaction regarding the commercial message to be established between the sponsor and the broadcasting station so that the commercial message of the sponsor may be broadcast in the time zone expected by the sponsor with the amount of money expected by the broadcasting station.

14. A commercial message transaction method, comprising the steps of:

receiving a broadcasting time zone expected by a sponsor as a condition regarding a broadcasting time for a commercial message provided by the sponsor through a network;

receiving an amount of money expected by a broadcasting station as a condition for the commercial message to be inserted into a television program produced by the broadcasting station through the network; and

allowing a transaction regarding the commercial

message to be established between the sponsor and the broadcasting station so that the commercial message of the sponsor may be broadcast in the time zone expected by the sponsor with the amount of money expected by the broadcasting station.

15. A commercial message transaction system, comprising:

means for receiving a condition regarding broadcasting of a commercial message provided by a sponsor through a network;

means for receiving a condition regarding an amount of money for the commercial message to be inserted into a television program produced by a broadcasting station through the network; and

means for mediating the sponsor and the broadcasting station through the network so that a transaction in which both of the condition regarding broadcasting of the commercial message from the sponsor and the condition regarding the amount of money for the commercial message from the broadcasting station are satisfied may be performed between the sponsor and the broadcasting station.

16. A commercial message transaction method, comprising the steps of:



receiving a condition regarding broadcasting of a commercial message provided by a sponsor through a network;

receiving a condition regarding an amount of money for the commercial message to be inserted into a television program produced by a broadcasting station through the network; and

mediating the sponsor and the broadcasting station through the network so that a transaction in which both of the condition regarding broadcasting of the commercial message from the sponsor and the condition regarding the amount of money for the commercial message from the broadcasting station are satisfied may be performed between the sponsor and the broadcasting station.

17. A commercial message transaction system, comprising:

means for receiving an expected condition regarding a commercial message provided by a sponsor and an expected condition regarding the commercial message to be broadcast from a broadcasting station through a network;

means for mediating the sponsor and the broadcasting station through the network so that both of the expected condition from the sponsor and the expected condition from the broadcasting station may be satisfied;

and

means for allowing a transaction regarding the commercial message to be established between the sponsor and the broadcasting station through the network when a result of the mediating processing reveals that both of the condition from the sponsor and the condition from the broadcasting station are satisfied.

18. A commercial message transaction method, comprising the steps of:

receiving an expected condition regarding a commercial message provided by a sponsor and an expected condition regarding the commercial message to be broadcast from a broadcasting station through a network;

mediating the sponsor and the broadcasting station through the network so that both of the expected condition from the sponsor and the expected condition from the broadcasting station may be satisfied; and

allowing a transaction regarding the commercial message to be established between the sponsor and the broadcasting station through the network when a result of the mediating processing reveals that both of the condition from the sponsor and the condition from the broadcasting station are satisfied.

19. A commercial message transaction system,

comprising:

means for receiving, from each of a plurality of sponsors, an expected condition regarding a commercial message provided by the sponsor and receiving, from a plurality of broadcasting stations, an expected condition regarding the commercial message to be broadcast from the broadcasting station through a network;

means for appropriately responding to the sponsors and the broadcasting stations through the network with regard to the expected conditions presented by the sponsors and the expected conditions presented by the broadcasting stations to mediate the sponsors and the broadcasting stations; and

means for allowing, when a result of the mediating processing reveals that both of the condition from one of the sponsors and the condition from one of the broadcasting stations are satisfied, a transaction regarding the commercial message to be established between the sponsor and the broadcasting station through the network.

20. A commercial message transaction method, comprising the steps of:

receiving, from each of a plurality of sponsors, an expected condition regarding a commercial message

provided by the sponsor and receiving, from a plurality of broadcasting stations, an expected condition regarding the commercial message to be broadcast from the broadcasting station through a network;

appropriately responding to the sponsors and the broadcasting stations through the network with regard to the expected conditions presented by the sponsors and the expected conditions presented by the broadcasting stations to mediate the sponsors and the broadcasting stations; and

allowing, when a result of the mediating processing reveals that both of the condition from one of the sponsors and the condition from one of the broadcasting stations are satisfied, a transaction regarding the commercial message to be established between the sponsor and the broadcasting station through the network.

21. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling

reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of conditions regarding a commercial message;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations and representative of conditions regarding the commercial message;

information production means for producing, when the conditions regarding the commercial message included in the first information and the second information received under the control of said first reception control means and said second reception control means, respectively, coincide with each other, third information for assistance to a transaction to be performed regarding broadcasting of the commercial message between the sponsor and the broadcasting station whose conditions coincide with each other;

transmission control means for controlling transmission of the third information produced by said information production means through the network;

third reception control means for controlling reception of fourth information representing that the

commercial message transmitted from the second information processing apparatus of the broadcasting station has been broadcast; and

processing means for processing accounting for the sponsor based on the fourth information received under the control of said third reception control means.

22. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of conditions regarding a commercial message;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations and representative of conditions regarding the commercial message;

an information production step of producing, when the conditions regarding the commercial message included in the first information and the second information received under the control of said first reception control step and said second reception control step, respectively, coincide with each other, third information for assistance to a transaction to be performed regarding broadcasting of the commercial message between the sponsor and the broadcasting station whose conditions coincide with each other;

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network;

a third reception control step of controlling reception of fourth information representing that the commercial message transmitted from the second information processing apparatus of the broadcasting station has been broadcast; and

a processing step of processing accounting for the sponsor based on the fourth information received under the control of the processing of the third reception control step.

23. A recording medium on which a computer-

readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of conditions regarding a commercial message;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations and representative of conditions regarding the commercial message;

an information production step of producing, when the conditions regarding the commercial message included in the first information and the second information received under the control of said first reception control step and said second reception control step, respectively, coincide with each other, third information



for assistance to a transaction to be performed regarding broadcasting of the commercial message between the sponsor and the broadcasting station whose conditions coincide with each other;

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network;

a third reception control step of controlling reception of fourth information representing that the commercial message transmitted from the second information processing apparatus of the broadcasting station has been broadcast; and

a processing step of processing accounting for the sponsor based on the fourth information received under the control of the processing of the third reception control step.

24. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

information production means for producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message between any of the sponsors and any of the broadcasting stations based on the first information and the second information received under the control of said first reception control means and said second reception control means, respectively;

transmission control means for controlling transmission of the third information produced by said information production means through the network;

confirmation means for confirming that the commercial message has been broadcast by the broadcasting station; and

processing means for processing accounting for the sponsor when the broadcasting of the commercial message

has been confirmed by said confirmation means.

25. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

an information production step of producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message between any of the sponsors and any of the broadcasting stations based on the first information and the second information received under the control of the processing of the first reception control step and the processing of

the second reception control step, respectively;

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network;

a confirmation step of confirming that the commercial message has been broadcast by the broadcasting station; and

a processing step of processing accounting for the sponsor when the broadcasting of the commercial message has been confirmed by the processing of the confirmation step.

26. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the

sponsor or sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

an information production step of producing third information for assistance to a transaction to be performed regarding broadcasting of a commercial message between any of the sponsors and any of the broadcasting stations based on the first information and the second information received under the control of the processing of the first reception control step and the processing of the second reception control step, respectively;

a transmission control step of controlling transmission of the third information produced by the processing of the information production step through the network;

a confirmation step of confirming that the commercial message has been broadcast by the broadcasting station; and

a processing step of processing accounting for the sponsor when the broadcasting of the commercial message has been confirmed by the processing of the confirmation step.

27. An accounting system for a commercial message, comprising:

means for receiving an expected condition regarding a commercial message provided by a sponsor and an expected condition regarding the commercial message to be broadcast from a broadcasting station through a network;

means for allowing a transaction regarding the commercial message to be established between the sponsor and the broadcasting station through the network when the expected condition of the sponsor and the expected condition of the broadcasting station coincide with each other; and

means for accounting for the sponsor when a notification representing that the commercial message has been broadcast actually based on the established transaction is received from the broadcasting station.

28. An accounting method for a commercial message, comprising the steps of:

receiving an expected condition regarding a commercial message provided by a sponsor and an expected condition regarding the commercial message to be broadcast from a broadcasting station through a network;

allowing a transaction regarding the commercial message to be established between the sponsor and the

broadcasting station through the network when the expected condition of the sponsor and the expected condition of the broadcasting station coincide with each other; and

accounting for the sponsor when a notification representing that the commercial message has been broadcast actually based on the established transaction is received from the broadcasting station.

29. An accounting system for a commercial message, comprising:

means for receiving an expected condition regarding a commercial message provided by a sponsor and an expected condition regarding the commercial message to be broadcast from a broadcasting station through a network;

means for mediating the sponsor and the broadcasting station so that both of the expected condition of the sponsor and the expected condition of the broadcasting station may be satisfied to establish a transaction regarding the commercial message between the sponsor and the broadcasting station through the network; and

means for imposing a charge regarding the transaction upon the sponsor after it is confirmed that the commercial message has been broadcast actually.

30. An accounting method for a commercial message, comprising the steps of:

receiving an expected condition regarding a commercial message provided by a sponsor and an expected condition regarding the commercial message to be broadcast from a broadcasting station through a network;

mediating the sponsor and the broadcasting station so that both of the expected condition of the sponsor and the expected condition of the broadcasting station may be satisfied to establish a transaction regarding the commercial message between the sponsor and the broadcasting station through the network; and

imposing a charge regarding the transaction upon the sponsor after it is confirmed that the commercial message has been broadcast actually.

31. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of



said first information processing apparatus of the sponsor or sponsors;

first transmission control means for controlling transmission of the first information received under the control of said first reception control means to any of said second information processing apparatus of the broadcasting station or stations;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations which confirms the first information transmitted under the control of said first transmission control means; and

second transmission control means for controlling transmission of third information for assistance to a transaction regarding the commercial message based on the second information received under the control of said second reception control means to any of said first information processing apparatus of the sponsor or sponsors.

32. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be

broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a first transmission control step of controlling transmission of the first information received under the control of the processing of the first reception control step to any of said second information processing apparatus of the broadcasting station or stations;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations which confirms the first information transmitted under the control of the processing of the first transmission control step; and

a second transmission control step of controlling transmission of third information for assistance to a transaction regarding the commercial message based on the second information received under the control of the processing of the second reception control step to any of

said first information processing apparatus of the sponsor or sponsors.

33. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a first transmission control step of controlling transmission of the first information received under the control of the processing of the first reception control step to any of said second information processing apparatus of the broadcasting station or stations;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting station or stations which confirms the first

information transmitted under the control of the processing of the first transmission control step; and

a second transmission control step of controlling transmission of third information for assistance to a transaction regarding the commercial message based on the second information received under the control of the processing of the second reception control step to any of said first information processing apparatus of the sponsor or sponsors.

34. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

first transmission control means for controlling transmission of the first information received under the control of said first reception control means to said second information processing apparatus of the

broadcasting stations;

second reception control means for controlling reception of second information transmitted from said second information processing apparatus of those of the broadcasting stations which confirm the first information transmitted under the control of said first transmission control means and respond to the first information; and

second transmission control means for controlling transmission of third information for assistance to a transaction regarding the commercial message based on the second information received under the control of said second reception control means to any of said first information processing apparatus of the sponsor or sponsors.

35. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of

said first information processing apparatus of the sponsor or sponsors;

a first transmission control step of controlling transmission of the first information received under the control of the processing of the first reception control step to said second information processing apparatus of the broadcasting stations;

a second reception control step of controlling reception of second information transmitted from said second information processing apparatus of those of the broadcasting stations which confirm the first information transmitted under the control of the processing of the first transmission control step and respond to the first information; and

a second transmission control step of controlling transmission of third information for assistance to a transaction regarding the commercial message based on the second information received under the control of the processing of the second reception control step to any of said first information processing apparatus of the sponsor or sponsors.

36. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing

apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a first transmission control step of controlling transmission of the first information received under the control of the processing of the first reception control step to said second information processing apparatus of the broadcasting stations;

a second reception control step of controlling reception of second information transmitted from said second information processing apparatus of those of the broadcasting stations which confirm the first information transmitted under the control of the processing of the first transmission control step and respond to the first information; and

a second transmission control step of controlling transmission of third information for assistance to a

transaction regarding the commercial message based on the second information received under the control of the processing of the second reception control step to any of said first information processing apparatus of the sponsor or sponsors.

37. An information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsors;

second reception control means for controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting stations;

search means for searching, from within the first information transmitted from said first information processing apparatus of the sponsors and received under



the control of said first reception control means, for the first information which coincides with contents of the second information received under the control of said second reception control means; and

transmission control means for controlling transmission of the first information searched out by said search means to said second information processing apparatus of the broadcasting stations.

38. An information processing method for an information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting stations;

a search step of searching, from within the first information transmitted from said first information processing apparatus of the sponsors and received under the control of the processing of the first reception control step, for the first information which coincides with contents of the second information received under the control of the processing of the second reception control step; and

a transmission control step of controlling transmission of the first information searched out by the processing of the search step to said second information processing apparatus of the broadcasting stations.

39. A recording medium on which a computer-readable program for an information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the

sponsors;

a second reception control step of controlling reception of second information transmitted from any of said second information processing apparatus of the broadcasting stations;

a search step of searching, from within the first information transmitted from said first information processing apparatus of the sponsors and received under the control of the processing of the first reception control step, for the first information which coincides with contents of the second information received under the control of the processing of the second reception control step; and

a transmission control step of controlling transmission of the first information searched out by the processing of the search step to said second information processing apparatus of the broadcasting stations.

40. A commercial message transaction system, comprising:

means for receiving an expected condition regarding broadcasting of a commercial message provided by a sponsor through a network;

means for presenting the expected condition of the sponsor regarding the commercial message to a

broadcasting station through the network; and

means for presenting a response from the broadcasting station to the condition of the sponsor to the sponsor through the network to promote a transaction between the sponsor and the broadcasting station.

41. A commercial message transaction method, comprising the steps of:

receiving an expected condition regarding broadcasting of a commercial message provided by a sponsor through a network;

presenting the expected condition of the sponsor regarding the commercial message to a broadcasting station through the network; and

presenting a response from the broadcasting station to the condition of the sponsor to the sponsor through the network to promote a transaction between the sponsor and the broadcasting station.

42. A commercial message transaction system, comprising:

means for receiving an expected condition regarding broadcasting of a commercial message provided by a sponsor through a network;

means for presenting the expected condition of the sponsor regarding the commercial message to a plurality

of broadcasting stations through the network; and

means for presenting conditions of those of the broadcasting stations which have responded to the condition of the sponsor to the sponsor through the network to promote a transaction between the sponsor and the broadcasting stations.

43. A commercial message transaction method, comprising the steps of:

receiving an expected condition regarding broadcasting of a commercial message provided by a sponsor through a network;

presenting the expected condition of the sponsor regarding the commercial message to a plurality of broadcasting stations through the network; and

presenting conditions of those of the broadcasting stations which have responded to the condition of the sponsor to the sponsor through the network to promote a transaction between the sponsor and the broadcasting stations.

44. A commercial message transaction system, comprising:

means for receiving expected conditions regarding broadcasting of a plurality of commercial messages provided individually by a plurality of sponsors through

a network;

means for selecting one of the commercial messages which satisfies a condition designated by a broadcasting station; and

means for presenting the condition of the sponsor regarding the selected commercial message to the broadcasting station through the network.

45. A commercial message transaction method, comprising the steps of:

receiving expected conditions regarding broadcasting of a plurality of commercial messages provided individually by a plurality of sponsors through a network;

selecting one of the commercial messages which satisfies a condition designated by a broadcasting station; and

presenting the condition of the sponsor regarding the selected commercial message to the broadcasting station through the network.

46. An information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting

stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of an expected transaction form of a commercial message;

information production means for producing second information regarding a transaction of the commercial message according to the expected transaction form of the commercial message based on the first information received under the control of said first reception control means;

first transmission control means for controlling transmission of the second information produced by said information production means to said second information processing apparatus of the broadcasting stations;

second reception control means for controlling reception of third information transmitted from any of the broadcasting stations;

transaction processing execution means for executing processing regarding the transaction of the commercial message according to the expected transaction form of the commercial message based on the third

information received under the control of said second reception control means; and

second transmission control means for controlling transmission of a signal representative of a result of the transaction processing by said transaction processing execution means to said first information processing apparatus of the sponsor or sponsors.

47. An information processing apparatus according to claim 46, wherein the transaction form is a tender or an auction.

48. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of an expected transaction form of a commercial message;

an information production step of producing second



information regarding a transaction of the commercial message according to the expected transaction form of the commercial message based on the first information received under the control of the processing of the first reception control step;

a first transmission control step of controlling transmission of the second information produced by the processing of the information production step to said second information processing apparatus of the broadcasting stations;

a second reception control step of controlling reception of third information transmitted from any of the broadcasting stations;

a transaction processing execution step of executing processing regarding the transaction of the commercial message according to the expected transaction form of the commercial message based on the third information received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of a signal representative of a result of the transaction processing by the processing of the transaction processing execution step to said first information processing apparatus of the sponsor or

sponsors.

49. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said first information processing apparatus of the sponsor or sponsors and representative of an expected transaction form of a commercial message;

an information production step of producing second information regarding a transaction of the commercial message according to the expected transaction form of the commercial message based on the first information received under the control of the processing of the first reception control step;

a first transmission control step of controlling transmission of the second information produced by the processing of the information production step to said

second information processing apparatus of the  
broadcasting stations;

a second reception control step of controlling  
reception of third information transmitted from any of  
the broadcasting stations;

a transaction processing execution step of  
executing processing regarding the transaction of the  
commercial message according to the expected transaction  
form of the commercial message based on the third  
information received under the control of the processing  
of the second reception control step; and

a second transmission control step of controlling  
transmission of a signal representative of a result of  
the transaction processing by the processing of the  
transaction processing execution step to said first  
information processing apparatus of the sponsor or  
sponsors.

50. An information processing apparatus to which  
one or more first information processing apparatus of a  
sponsor or sponsors which each wants a commercial message  
to be broadcast and a plurality of second information  
processing apparatus of a plurality of broadcasting  
stations which each broadcasts a commercial message are  
connected by a network, comprising:

first reception control means for controlling reception of first information for selection of an expected transaction form of a commercial message from between a tender and an auction transmitted from any of said first information processing apparatus of the sponsor or sponsors;

selection means for selecting one of the transaction forms based on the first information received under the control of said first reception control means;

information production means for producing second information regarding a transaction of the commercial message according to the transaction form selected by said selection means;

first transmission control means for controlling transmission of the second information produced by said information production means to said second information processing apparatus of the broadcasting stations;

second reception control means for controlling reception of third information transmitted from any of the broadcasting stations;

transaction processing execution means for executing processing regarding the transaction of the commercial message according to the transaction form selected by said selection means based on the third

information received under the control of said second reception control means; and

second transmission control means for controlling transmission of a signal representative of a result of the transaction processing by said transaction processing execution means to said first information processing apparatus of the sponsor or sponsors.

51. An information processing method for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information for selection of an expected transaction form of a commercial message from between a tender and an auction transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a selection step of selecting one of the transaction forms based on the first information received under the control of the processing of the first

reception control step;

an information production step of producing second information regarding a transaction of the commercial message according to the transaction form selected by the processing of the selection step;

a first transmission control step of controlling transmission of the second information produced by the processing of the information production step to said second information processing apparatus of the broadcasting stations;

a second reception control step of controlling reception of third information transmitted from any of the broadcasting stations;

a transaction processing execution step of executing processing regarding the transaction of the commercial message according to the transaction form selected by the selection step based on the third information received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of a signal representative of a result of the transaction processing by the processing of the transaction processing execution step to said first information processing apparatus of the sponsor or

sponsors.

52. A recording medium on which a computer-readable program for an information processing apparatus to which one or more first information processing apparatus of a sponsor or sponsors which each wants a commercial message to be broadcast and a plurality of second information processing apparatus of a plurality of broadcasting stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information for selection of an expected transaction form of a commercial message from between a tender and an auction transmitted from any of said first information processing apparatus of the sponsor or sponsors;

a selection step of selecting one of the transaction forms based on the first information received under the control of the processing of the first reception control step;

an information production step of producing second information regarding a transaction of the commercial message according to the transaction form selected by the processing of the selection step;

a first transmission control step of controlling transmission of the second information produced by the processing of the information production step to said second information processing apparatus of the broadcasting stations;

a second reception control step of controlling reception of third information transmitted from any of the broadcasting stations;

a transaction processing execution step of executing processing regarding the transaction of the commercial message according to the transaction form selected by the selection step based on the third information received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of a signal representative of a result of the transaction processing by the processing of the transaction processing execution step to said first information processing apparatus of the sponsor or sponsors.

53. A commercial message transaction system for allowing a transaction to be performed between a sponsor which provides a commercial message and a plurality of broadcasting stations, comprising:



means for receiving an expected condition of the sponsor regarding a transaction form of the commercial message through a network;

means for providing one of a transaction of a tender type and another transaction of an auction type with the broadcasting stations through the network based on the transaction form designated by the sponsor; and

means for notifying the sponsor of a result of the transaction with the broadcasting stations.

54. A commercial message transaction method for allowing a transaction to be performed between a sponsor which provides a commercial message and a plurality of broadcasting stations, comprising the steps of:

receiving an expected condition of the sponsor regarding a transaction form of the commercial message through a network;

providing one of a transaction of a tender type and another transaction of an auction type with the broadcasting stations through the network based on the transaction form designated by the sponsor; and

notifying the sponsor of a result of the transaction with the broadcasting stations.

55. A commercial message transaction system for allowing a transaction to be performed between a sponsor

which provides a commercial message and a plurality of broadcasting stations, comprising:

means for receiving information regarding a transaction form of the commercial message and designating one of a plurality of transaction forms from the sponsor through a network;

means for providing a transaction of the transaction form selected from the plurality of transaction forms with the information designating the transaction form with the broadcasting stations through the network; and

means for notifying the sponsor of a result of the transaction with the broadcasting stations.

56. A commercial message transaction method for allowing a transaction to be performed between a sponsor which provides a commercial message and a plurality of broadcasting stations, comprising the steps of:

receiving information regarding a transaction form of the commercial message and designating one of a plurality of transaction forms from the sponsor through a network;

providing a transaction of the transaction form selected from the plurality of transaction forms with the information designating the transaction form with the

broadcasting stations through the network; and

notifying the sponsor of a result of the transaction with the broadcasting stations.

57. An information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

first transmission control means for controlling transmission of the first information received under the control of said first reception control means to said first information processing apparatus of the sponsors;

second reception control means for controlling reception of second information transmitted from any of said first information processing apparatus of the sponsors which confirms the first information transmitted under the control of said first transmission control means;

production means for producing third information for assistance to a transaction to be established regarding the commercial message between any of the broadcasting stations and any of the sponsors based on the second information received under the control of said second reception control means; and

second transmission control means for controlling transmission of the third information produced by said production means to said second information processing apparatus of the broadcasting station or stations.

58. An information processing apparatus according to claim 57, wherein the first information includes a condition of the broadcasting station regarding broadcasting of the commercial message, and the second information includes a condition of an expected amount of money of the sponsor for broadcasting of the commercial message.

59. An information processing apparatus according to claim 57, wherein the first information includes a condition for an expected amount of money when the broadcasting station broadcasts the commercial message, and the second information includes a condition of an expected amount of money of the sponsor for broadcasting of the commercial message.

60. An information processing method for an information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

a first transmission control step of controlling transmission of the first information received under the control of the processing of the first reception control step to said first information processing apparatus of the sponsors;

a second reception control step of controlling reception of second information transmitted from any of said first information processing apparatus of the sponsors which confirms the first information transmitted under the control of the processing of the first transmission control step;

a production step of producing third information

for assistance to a transaction to be established regarding the commercial message between any of the broadcasting stations and any of the sponsors based on the second information received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of the third information produced by the processing of the production step to said second information processing apparatus of the broadcasting station or stations.

61. A recording medium on which a computer-readable program for an information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or stations which each broadcasts a commercial message are connected by a network, the program comprising:

a first reception control step of controlling reception of first information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

a first transmission control step of controlling

transmission of the first information received under the control of the processing of the first reception control step to said first information processing apparatus of the sponsors;

a second reception control step of controlling reception of second information transmitted from any of said first information processing apparatus of the sponsors which confirms the first information transmitted under the control of the processing of the first transmission control step;

a production step of producing third information for assistance to a transaction to be established regarding the commercial message between any of the broadcasting stations and any of the sponsors based on the second information received under the control of the processing of the second reception control step; and

a second transmission control step of controlling transmission of the third information produced by the processing of the production step to said second information processing apparatus of the broadcasting station or stations.

62. An information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial

message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

first reception control means for controlling reception of first information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

second reception control means for controlling reception of second information transmitted from any of said first information processing apparatus of the sponsors;

search means for searching, from within the second information transmitted from said first information processing apparatus of the sponsors and received under the control of said second reception control means, for the second information which coincides with a condition regarding the commercial message included in the first information received under the control of said first reception control means; and

transmission control means for controlling transmission of the first information to the first information processing apparatus of that one of the



sponsors which has transmitted the second information searched out by said search means.

63. An information processing method for an information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

a second reception control step of controlling reception of second information transmitted from any of said first information processing apparatus of the sponsors;

a search step of searching, from within the second information transmitted from said first information processing apparatus of the sponsors and received under the control of the processing of the second reception control step, for the second information which coincides with a condition regarding the commercial message

included in the first information received under the control of the processing of the first reception control step; and

a transmission control step of controlling transmission of the first information to the first information processing apparatus of that one of the sponsors which has transmitted the second information searched out by the processing of the search step.

64. A recording medium on which a computer-readable program for an information processing apparatus to which a plurality of first information processing apparatus of a plurality of sponsors which each wants a commercial message to be broadcast and one or more second information processing apparatus of a broadcasting station or broadcasting stations which each broadcasts a commercial message are connected by a network, comprising:

a first reception control step of controlling reception of first information transmitted from any of said second information processing apparatus of the broadcasting station or stations;

a second reception control step of controlling reception of second information transmitted from any of said first information processing apparatus of the

sponsors;

a search step of searching, from within the second information transmitted from said first information processing apparatus of the sponsors and received under the control of the processing of the second reception control step, for the second information which coincides with a condition regarding the commercial message included in the first information received under the control of the processing of the first reception control step; and

a transmission control step of controlling transmission of the first information to the first information processing apparatus of that one of the sponsors which has transmitted the second information searched out by the processing of the search step.

65. A commercial message transaction system, comprising:

means for receiving a condition regarding a commercial message to be inserted into a television program produced by a broadcasting station through a network;

means for selecting, based on the condition received from the broadcasting station, one of a plurality of sponsors which has a condition satisfying

for the condition of the broadcasting station; and

means for presenting the condition of the broadcasting station to the selected sponsor through the network to promote a transaction regarding the commercial message between the sponsor and the broadcasting station.

66. A commercial message transaction method, comprising the steps of:

receiving a condition regarding a commercial message to be inserted into a television program produced by a broadcasting station through a network;

selecting, based on the condition received from the broadcasting station, one of a plurality of sponsors which has a condition satisfying for the condition of the broadcasting station; and

presenting the condition of the broadcasting station to the selected sponsor through the network to promote a transaction regarding the commercial message between the sponsor and the broadcasting station.

67. A commercial message transaction system, comprising:

means for receiving a money amount condition regarding a commercial message to be inserted into a television program produced by a broadcasting station through a network;

means for selecting, based on the money amount condition received from the broadcasting station, one of a plurality of sponsors which can accept the money amount condition of the broadcasting station; and

means for presenting the condition of the broadcasting station to the selected sponsor through the network to promote a transaction regarding the commercial message between the sponsor and the broadcasting station.

68. A commercial message transaction method, comprising the steps of:

receiving a money amount condition regarding a commercial message to be inserted into a television program produced by a broadcasting station through a network;

selecting, based on the money amount condition received from the broadcasting station, one of a plurality of sponsors which can accept the money amount condition of the broadcasting station; and

presenting the condition of the broadcasting station to the selected sponsor through the network to promote a transaction regarding the commercial message between the sponsor and the broadcasting station.

69. A commercial message transaction system, comprising:

means for receiving a condition regarding a commercial message to be inserted into a television program produced by a broadcasting station through a network; and

means for presenting, based on the condition received from the broadcasting station, the condition of the broadcasting station to a plurality of sponsors which are expected to accept the condition of the broadcasting station through the network to promote a transaction regarding the commercial message between the sponsor and any of the broadcasting stations.

70. A commercial message transaction method, comprising the steps of:

receiving a condition regarding a commercial message to be inserted into a television program produced by a broadcasting station through a network; and

presenting, based on the condition received from the broadcasting station, the condition of the broadcasting station to a plurality of sponsors which are expected to accept the condition of the broadcasting station through the network to promote a transaction regarding the commercial message between the sponsor and any of the broadcasting stations.